

Abstract

Title: Development of media coverage biathlon in Czech television at 2010-2014

Objectives: The main objective of this work is a detailed analysis of the evolution of media coverage of biathlon on Czech Television, concretely on the ČT sport channel between 2010 and 2014. Another objective is to analyze the viewership of biathlon programs broadcasted on Czech Television.

Methods: A quantitative content analysis will be used in this study, through which it will determine how much time was devoted to various biathlon programs in different years and months. An electronic TV program of Czech Television will be analyzed.

Results: The analysis shows that the space devoted to biathlon on Czech Television increases during this period of time. The largest increase of broadcast time was noted between 2011 and 2013. The most influential events in this broadcast time were major events such as World Championships and Olympics. The largest audience was found in 2013 and 2014.

Key words: Biathlon, Czech Television, quantitative content analysis, broadcast time, viewership, media

